

BOYS AND GIRLS IN KEEN COMPETITION FOR BICYCLES OFFERED FOR LEDGER SUBSCRIPTIONS

BOY, 8, WINS BIKE IN 4 DAYS, GIRL IN 3

Stonhurst Lad Is Hustler in Contest That Is Attracting Wide Interest

LEDGER PLAN PROVES EASY

They're going at a mile a minute. Boys and girls of all ages and sizes are joining the enthusiastic Black Beauty Brigade.

They are covering all Philadelphia, three States in the Public Ledger campaign which gives every boy and girl an up-to-the-minute Black Beauty bicycle for the investment of a little energy and time.

A few minutes after school for a few days and presto! there's a handsome, substantial wheel standing in the hallway or on the porch ready for the youthful rider to hop on and take a trip anywhere—without the cost of gasoline.

Saturday Is Red Letter Day Today, Saturday, is big red letter day for the youthful hustlers. They had all morning and will have all this afternoon to work toward their goal. And the whole thing is just as easy as "rolling off a log."

Any boy or girl who obtains thirty-five subscriptions for the Evening, Morning or Sunday Public Ledger before September 15, will get a Black Beauty Bicycle as a reward for industry.

Many have already entered the winning column and some of the little army found it so easy that they didn't stop at thirty-five, but went right along and turned in extra subscriptions for good measure.

A little book of instructions given to each youthful competitor made it plain sailing. The youngsters like the work and their daddies say it is good for them. "It keeps Tommy off the street for a while," said one daddy today. "and it helps to develop his business sense. I think he's going to be a rattling good salesman."

Many Develop Ingenuity Incidentally, the job has developed ingenuity in many of the canvassers. Some have found that Mrs. Housekeeper never comes to the front door, but they were not to be outwitted by this sort of thing. So they simply went to the kitchen door and put up the proposition to take the Ledgers before she could recover her equilibrium. Who's going to refuse such perseverance as this? Not many—and they didn't.

Scores of the youthful Black Beauty hustlers have placed the newspaper in many homes through their aggressive energy and also by the fact that their argument is backed up with truth.

Out in the suburbs, of course, the children have to cover more ground than their brothers and sisters in town, but this has not fazed them. One of today's winners, Walter W. Kelley, Jr., of Alden, Delaware County, invaded several Delaware County boroughs and towns. "I had to

THESE BOYS WON THEIRS!



WILLIAM T. WILLIAMS, 458 E. Wilkey Street

GEORGE GILMORE Crescentville, Pa.

Lucky youngsters who didn't wait long to obtain Black Beauty bicycles in the Evening, Morning and Sunday Public Ledger subscription contest.

go outside of Alden," said Walter, "because I found that nearly everybody was already reading the Ledgers. You know the country and that page of pictures and that Maxwell business on the sports page has got 'em, without mentioning the news."

Started Ten Days Ago "I started just about ten days ago. Of course, my daddy gave me a subscription for a start. He said, 'Now go after that bicycle,' and you can just bet that I did. You don't get anything by waiting for it to come to you. So I started out with confidence, and now I have a Black Beauty."

"I'm going to see a lot of places that I didn't think of going to before. You can bet that not a day of my vacation will go to waste. And when we go away this summer I'll take my bicycle with me and see everything worth while for miles and miles around the place I'm going to."

Walter is a member of Boy Scout Troop No. 1. He knows a lot of other little scouts—all good scouts, too—who are trying for wheels and they expect to have a Black Beauty detachment of Boy Scouts No. 1 who will ride as well as walk when there is no official hike on.

The boy attends the Alden Grammar School and will enter high school next September. He is seventeen years old and lives at 17 South Clifton avenue, Alden.

Winner in Four Days Another substantial winner in the suburbs is Russell Bleakley, Jr., eight years old, of 43 Ashby road, Stonhurst. He didn't stop until he landed forty-four subscriptions and he gathered them all in just four days. His record of eleven a day up to the present time is a peacemaker.

Russell's father is secretary of the Stonhurst Improvement Association, and told the boy, after giving him a subscription to start, that he would have to go ahead on his own initiative. And that he did is shown by the results. He free-lanced everywhere without asking any one's permission. No house was too big or none too small.

"I thought that everybody liked the Ledgers," he said, "and I think I must have been right." Russell didn't try to

keep the subscriptions merely in the family. Although his own kin helped considerably, many of his customers never saw him until he rang the bell and asked "When shall I start to send you the Ledgers?"

Russell is a bright-looking boy who looks every one right in the eye. There was no stalling with him. Those he approached had to give direct and definite answers—and it looks as though they did.

Second Girl to Win Bike Fifteen-year-old Anna Crossen, 1738 South Ninth street, was the second girl to win a Black Beauty. She was anxious to be the first, but only lost out for first honors by a few hours.

Anna is quite an athlete at the Southwark School and has captured many honors in athletic lines. This put her in excellent condition, where energy and aggressiveness were big factors. She put aside her girlish pastimes for a few days and was de-

termined to land a Black Beauty as soon as she read of the offer in the Ledgers. In addition to taking short trips with her girl companions who have "bikes," Anna says she is going to help her mother with the bicycle by going errands and help to carry home the household supplies from the stores and markets.

She obtained her subscriptions in a little more than three days, averaging about the same record as Russell Bleakley.

Won't Need to Wait for Cars The Black Beauty will come in handy in any number of ways, said Anna, "when I want to see any of my relatives in the country I won't have to bother waiting for the trolleys and I'll be sure of a seat."

"I won't get off the track and I don't think the power will give out," she added laughingly, "because when I start anywhere I always start with

the idea of getting there without any waste of time. It seems worth while investigating, even though he had followed up many promising trails only to find that they ended in disappointment. Still, this was what he wanted: if only it was like what it said it was!

Forty-eighth street, 14 West—Completely furnished apartment; three rooms, bath, kitchen, elevator, telephone. All conveniences; \$100. Sublet till October.

He clipped the scrap of paper from the journal in which he had found it, put it carefully in his wallet, and started out on the trail once more. For two weeks he had sought a place to live, and had found the various alluring advertisements snare and delusion. Either they were not what he wanted, or else they charged enormous prices for ridiculously inadequate rooms. He had not much hope, but an inner urge prompted him to follow up this lead. It might be the thing—and the price was certainly low enough! Most of them wanted nearly double the sum for an unfurnished barn of a place.

The bus carried him up the avenue to the cross street he sought; he rang the bell and as the unweildy vehicle slowed he swung expertly from the step. A short walk westward brought him to the number.

From the outside the place looked bright and clean. Big windows, he noted approvingly; the apartments on the lower floors, which were occupied, showed glimpses of tastefully furnished rooms—not the green-plaid and gold-on-oak horrors among which he had lived for so many weeks. He mounted the steps and rang the bell.

A trim maid answered the ring. He produced the clipping, she said. "Just knock—Apartment 24."

He climbed the stairs. They were wide, deep-carpeted, quiet. The whole house breathed an air of refinement. And there was a three-room apartment here for rent at \$100 a month! His mind instinctively took up suspiciously. There must be something wrong with

TWO MORE BIKE WINNERS



Russell Bleakley, Jr., of Stonhurst, needed four days to get enough Ledger subscriptions to gladden his eight-year-old heart with a Black Beauty bicycle. Anna Crossen (insert) won hers almost as easily.

the place, at that price. Perhaps there were conditions attached—certainly it couldn't be very nice. "Still, he had come a long way, and there was no use backing out now—he might as well see it. Another flight of stairs, and he was standing before apartment 24.

There was no card in the little holder, but a gleaming brass knocker invited use. He rapped tentatively. Footsteps sounded on the other side of the door, and in a moment the handle turned and he was bade a cheerful "come in!"

The light of the room after the dimness of the hallway dazzled his eyes for a moment, and he could not make out the features of the girl who confronted him. He noted that she was small and slim, and dressed in a businesslike suit about the beautiful little apartment with its wicker furniture, its comfortable-looking couch, the shaded electric lights. It was what he wanted, all right.

It was what he wanted, all right. It was what he wanted, all right. It was what he wanted, all right. It was what he wanted, all right. It was what he wanted, all right.

"Alice!" It was a mere whisper. The shock of surprise nearly stunned him. "Alice—you—how did you get here?"

"Carlisle, I—" The words came with difficulty. "I came last year. I—I've been painting—not very well. I'm afraid—with a little nervous laugh."

"At least, no one wants to buy my pictures. I had a little money, but it's nearly all gone, so I had to sublet this place. Did you see my advertisement in the paper?"

"Yes, I saw it—but—Alice—I—do you remember when I last saw you?" She looked away.

"Yes, I—I remember," she said at last. "Well, I want to say—why didn't you answer my letters?" "I—I don't know. I was hurt, Carlisle, hurt and proud. Oh, I was wicked not to write. I know it now. And then you stopped writing, and I couldn't stand it any longer. And I came here to work—and to forget. And now you come here!"

"—Alice—dear, I want to ask your pardon for the things I said and did that night."

With a little cry she flung herself into his arms.

"Oh, Carlisle, Carlisle, it's I who should ask pardon. I was wrong—hopelessly, bitterly wrong—and I don't now. I saw it months ago, but I couldn't bring myself to write. And then you changed your address, and I couldn't find you again. And I don't remember. Carlisle, dear, won't you kiss me and say that it's all right?"

"Alice, it never was anything but all right. I've had the most fearful time telling everybody who came that the place was taken. But I was sure you'd come. A rap at the door interrupted them. Alice opened and admitted a large man who ruffed from his stair-climbing exertions.

"I see you've got a place to sublet," he began. "can I look at it?" Before Alice could answer, Carlisle stepped forward.

"I'm sorry, sir," he said. "The place is taken."

Next complete novelette—"For the Summer"

Alma Mater Degree for Harding New Concord, O., June 11.—(By A. P.)—A degree of doctor of laws awaits President Harding at Muskingum College, here, it was announced yesterday at the commencement exercises. The degree will be conferred when the President can find time to come to New Concord. He is a graduate of Ohio Central College, later combined with Muskingum.

Advertisement for ASCO Coffee, 25c lb, at all our stores. Includes the American Coffee logo.

The Public Ledger's 5000 Black Beauty Bicycles, Value \$65.00 each, are now ready for the Boys and Girls

Bicycles delivered as soon as 35 subscriptions to either the Morning, Evening or Sunday Public Ledger are secured. Pay No Money—Collect No Money



THE ILLUSTRATION shows one of the 5000 beautiful Black Beauty bicycles, "Champion" model, offered in the contest.

BOYS! YOU FELLOWS who have always wanted a Black Beauty—think of the fun of bike-hiking this summer on your own Black Beauty—think of the ways in which you can make real money when you have a regular wheel—NOW'S YOUR CHANCE—get one of these \$65, brand new, completely equipped Black Beauties. You are bound to win one of the 5000 offered. But you must hurry—the other fellows won't be asleep on the job—Get after yours right away! Today!

GIRLS! DON'T let the boys get away with all these 5000 Black Beauties! Remember that the beautiful Black Beauty model, made especially for girls, is offered also.

WHO AND HOW ANY ONE is free to enter this contest. The thirty-five subscriptions must be obtained between June 1 and September 15, 1921. Your prospective subscribers are residents of Pennsylvania, New Jersey, Delaware and Maryland, who are not NOW receiving the Public Ledger in their homes.

PAY NO MONEY! COLLECT NO MONEY! CONTESTANTS pay no money, collect no money! Simply secure 35 signatures on the subscription blanks furnished by the Public Ledger, turn them in, and as soon as your 35 subscriptions have been verified you receive your Black Beauty. The contest will be open until September 15, but you get your Black Beauty as soon as your subscriptions are verified.

How to Enter the Contest Apply to Bicycle Contest, Circulation Dept., Public Ledger Building, Independence Square, Philadelphia, for subscription books and other particulars, or telephone Walnut 3000, bicycle department, between 8:30 A. M. and 5 P. M., or fill out and mail the attached coupon to The Public Ledger Bicycle Department.

THE BLACK BEAUTY LONG known as the best built, most serviceable bicycle obtainable anywhere. The Black Beauty you win in this contest will be completely equipped, all ready for you to hop aboard and "step on 'er." Every bicycle is guaranteed for five years and carries an insurance policy for six months' repair of accidental damages. Just look at these features, many of them to be had only on the Black Beauty:

- Specifications: Frame Size: 21 inches, adjustable to 24 inches. Made of special grade seamless, cold-drawn steel tubing, which has a tensile strength of 50,000 to 75,000 pounds per square inch. Saddle: BLACK BEAUTY MOTORBIKE No. 2, made of full-grained leather; heavily padded with interlaced curled hair and equipped with Cushion-Comfort springs. Handle Bars: Kelly made Motorbike type; triple nickel plated on copper. Grips: Special BLACK BEAUTY re-enforced; flexible rubber finger grips; they fit the fingers. Chain: Duckworth solid steel roller; beveled side plate; triple nickel plated; guaranteed to withstand a strain of 2500 pounds. Pedals: BLACK BEAUTY rubber Motorbike type; oil and dust proof; high-grade ball bearings. Front Hub: New Departure concave front hub; turned from solid steel bar. Coaster Brake: Latest modern New Departure coaster brake. Ball Bearings: Chrome-nickel, special A grade steel balls, ground to .001 part of an inch (work that is as accurate as that which goes into the finest watch); all bearings self-lubricating; need attention but once a year. Tires: Firestone Non-Skid; blue tread with white side walls. Mud Guards: Front—large drop side mud guard with leather splash baffle—rear—large drop side mud guard with stand latch; guards both front and rear double braced. Finish: Anti-rust coat; enamel baked and rubbed down, followed by two ground coats, one finishing coat and varnish; all nickel parts are ground, copper plated, triple nickel plated and polished. Lights: Electric equipment with Delta Light headlight; battery in tool tank; ruby jewel reflector tail light on rear mud guard. Tool and Battery Tank: Strong, pressed steel torpedo-shaped Streamline tank with compartments for battery and tools built into main frame. Tools: Monkey wrench; coaster brake wrench; screw driver; complete tire repair kit. Pump: High compression telescope frame pump with bracket; all heavily triple nickel plated over copper. Choice of Colors: Rich black with white head and dovetails. Option, rich black with green head and dovetails.

CONDITIONS OF THE CONTEST SUBSCRIPTIONS must be secured and turned in to the Public Ledger office for verification between June 1 and September 15, 1921.

Those from whom subscriptions may be taken are all those residing in Pennsylvania, New Jersey, Delaware and Maryland, and who are not now receiving the Public Ledger in their homes.

EACH WINNER will be presented with his or her bicycle IMMEDIATELY after verification of the 35 subscriptions. Contestants are not limited as to age or sex. Men and women will have their choice of full-sized bicycles for themselves or the boys' or girls' models.

Public Ledger, Bicycle Department. Send me instructions for securing a \$65.00 Black Beauty Bicycle without paying or collecting any money. Name, Address, Age.